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Contact: Deborah Kulchiski
Telephone: 604.888.1477

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For immediate release

TOURISM LANGLEY PREPARES FOR BRAND IDENTITY

Langley, B.C. February 26, 2008- Tourism Langley is moving closer to completing their first marketing task, by retaining the services of local creative firm, Design One to lead us through the development process of creating and executing our destination brand.

“It is our brand and visual identity that will capture the imaginations of our visitor’s and enable our community to stand out in today’s highly competitive industry”, explains Deborah Kulchiski, the newly appointed Executive Director for Tourism Langley. “It will reflect a message of how we want to be perceived, and guide us in our all-encompassing strategies that will include both a comprehensive website and enhanced marketing tools”.

The selection of Design One was made after a board-appointed sub-committee distributed a call-for-proposals to a selection of local and regional firms. Evaluation of the proposals was based on a point system, reviewing qualification and experience, work plan and methodology, quality, price, and example of similar scope projects.

Design One is a locally owned business, operating since 1978 with a local, national and international client base. They approach the branding process with the belief that each brand is effective when it creates a language of its own. “ To lead our tourism competitors and gain the confidence of our product partners requires a brand that unequivocally cultivates a sense of place about Langley in visitors’ minds. We’re up to that challenge” comments Craig Davies, President of Design One.

Tourism Langley is the recently formed destination marketing organization (D.M.O.), and not-for-profit society, governed by an independent Board of Directors who is mandated to deliver effective marketing strategies that will generate increased visitation, extended stays, more revenues and increased daily expenditures for businesses in Langley.

Media Contact:

Deborah Kulchiski

Executive Director, Tourism Langley

Ph: 604.888.1477

Cell: 604.802.9488